



How Does a Complete Count Committee Work?

The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, educate about its importance, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

What Is a Complete Count Committee?

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of representatives from government agencies, education, business, faith-based and community-based organizations, and the media. Establishing a Complete Count Committee is not an exact science or technical endeavor.

The Purpose and Goals of a Complete Count Committee

The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment, and enumeration assistance plan of action designed to target and address the needs of their communities.

The overall purpose of the Complete Count Committee is three-fold:

1. It provides high-level oversight for participation in the 2020 Census
2. It provides a group of "trusted voices" to act as Census ambassadors
3. It serves as a knowledgeable contact point for the regional director in meeting the goal of a timely, accurate and cost-effective complete count.

The goals of the Complete Count Committee are to act as "champion" for the 2020 Census by:

1. **Motivating** the community to self-respond;
2. **Educating** the public about the importance of the Census to the local community;
3. **Informing** the community about the Census activities and timelines;
4. **Involving** the community in activities to build awareness;
5. **Increasing** the response rate.

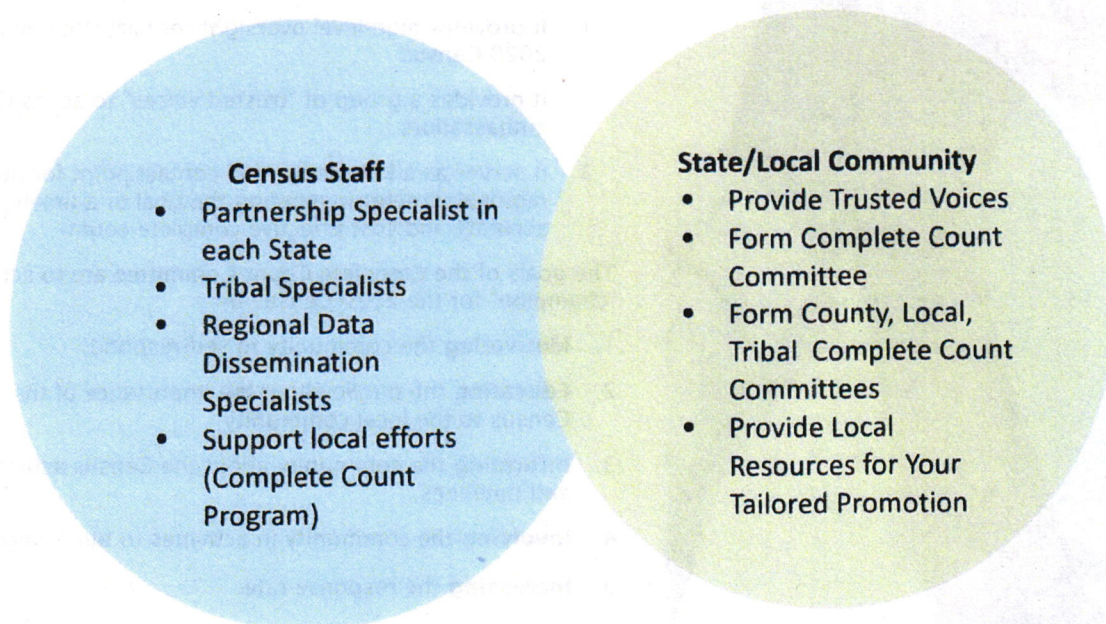
Structure of a Complete Count Committee

The mayor/county official appoints the members of the Complete Count Committee. The key elements of a successful CCC are:

- **Outreach** – People who can communicate to hard-to-count groups
- **Resourceful** – People who can bring resources to the table
- **Decision-makers** – People who can approve initiatives
- **Credibility** – People of influence and respect
- **Commitment** – People willing to doing the work
- Bipartisan
- Representative of all major races and ethnicities within the community/emerging population
- Creation of a coalition of businesses, community groups, government officials and large university representatives



Once the committee is formed, the Census Partnership staff member serves as liaison and advisor to the Complete Count Committee. The Partnership staff member will attend the meetings in an advisory capacity.



Suggested Subcommittees

Government subcommittee – Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, providing free space for Mobile Response Tables, recruitment and training, and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. Encourages school administrators, teachers, and students to use Statistics In Schools materials where appropriate.

Faith-based subcommittee—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census for awareness and participation purposes.

Media subcommittee—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

Community-based organizations subcommittee—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

Recruiting subcommittee—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful when they invest time, resources, and energy to this effort.

Suggested Complete Count Committee Activities

Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.

Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

Encourage corporations and foundations to become official sponsors of your census activities.

Implement special events that will generate interest and participation in the census.

Plan a Census Day event to motivate community response.



2020 Decennial Census

Complete Count Committee General Timeline of Activities

October 2017	Begin Complete Count Committee (CCC) formation meetings/training with Census
Spring 2018 - Early 2019	Local, formal establishment of the CCC & Committee Training <ul style="list-style-type: none"> • Collect/review local data and past experiences • Determine/start Sub-Committees • Set aside/budget resources, if any • Establish regular CCC meeting schedule
Fall 2018	Assist Census with recruiting managers and office staff for Early Area Census Offices <ul style="list-style-type: none"> • Spread job links locally
January – February 2019	Early Area Census Offices Open (EACOs)
Late 2018/Early 2019	Assist Census with recruiting managers and office staff for Area Census Offices and field employees for Address Canvass operations <ul style="list-style-type: none"> • Spread job links locally • Provide space/computer access for citizens to apply
June – August 2019	Area Census Offices Open (ACOs)
August - Oct 2019	Address Canvass Operation in areas of change/growth
Late 2019	Assist Census with recruiting field employees for Non-Response operations (need employees in every community)
Early 2020	Support Group Quarter Identification & Transitory Location Count Preparation
Feb – March 2020	Strong community outreach on importance (education, timing & how to respond) <ul style="list-style-type: none"> • Carry out visible local communication • Hold or add Census booths to community events
Early March 2020	Questionnaires delivered to households with no USPS delivery (called Update Leave)
March 23, 2020	First day for internet and phone response
April 1, 2020	Census Day (Wednesday)
April 2020	Monitor self-response at a tract level <ul style="list-style-type: none"> • Hold response tables in anticipated low response areas • Continue local communication on importance • Activate strategies in areas of low response • Respond to social media/communication issues
May 2020	Enumerators begin knocking on doors with households that did not self-respond <ul style="list-style-type: none"> • Communicate importance of cooperation or to self-respond • Assist with access to gated/locked communities
August 2020	Census operations completed (except for quality check operations)

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial
Census-derived Statistics (Fiscal Year 2015)

Montana

Total Program Obligations: \$2,054,746,744

Per Capita: \$1,989 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$914,494,066
20.205	Highway Planning and Construction	DOT	Grants	States	\$413,116,932
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$171,413,823
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$159,026,628
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$91,735,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$46,472,133
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$45,663,840
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$38,527,377
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$37,233,707
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$31,303,000
10.555	National School Lunch Program	USDA	Grants	States	\$26,473,208
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$23,469,425
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$19,218,551
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$15,559,054
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$12,774,000
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$8,266,000

Notes and Findings:

- The [Counting for Dollars Project](#) will identify all federal financial assistance programs relying Decennial Census-derived data to guide the geographic distribution of funds.
- As an initial product, the project is publishing tables on the distribution, by state, of FY2015 funds from 16 large Census-guided programs.
- For every program but the National School Lunch Program, the equitable distribution of funds to a state depends on the accurate measurement of its population count and characteristics.
- There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. *It does not indicate the amount by which federal funding increases for each additional person counted.* (See The Leadership Conference Education Fund, "[Counting for Dollars: Why It Matters.](#)")

Definitions:

- Census-derived statistics – federal datasets that are extensions of or otherwise rely on the Decennial Census (list available on [project website](#))
- Census-guided financial assistance programs – programs that rely on Census-derived statistics to determine program eligibility and/or allocate funds to states and localities
- Per capita – total FY2015 obligations for the 16 programs divided by population as of July 1, 2015 (per the Census Bureau)

Abbreviations:

- CFDA – Catalog of Federal Domestic Assistance
- USDA – U.S. Department of Agriculture
- ED – U.S. Department of Education
- HHS – U.S. Department of Health and Human Services
- HUD – U.S. Department of Housing and Urban Development
- DOT – U.S. Department of Transportation

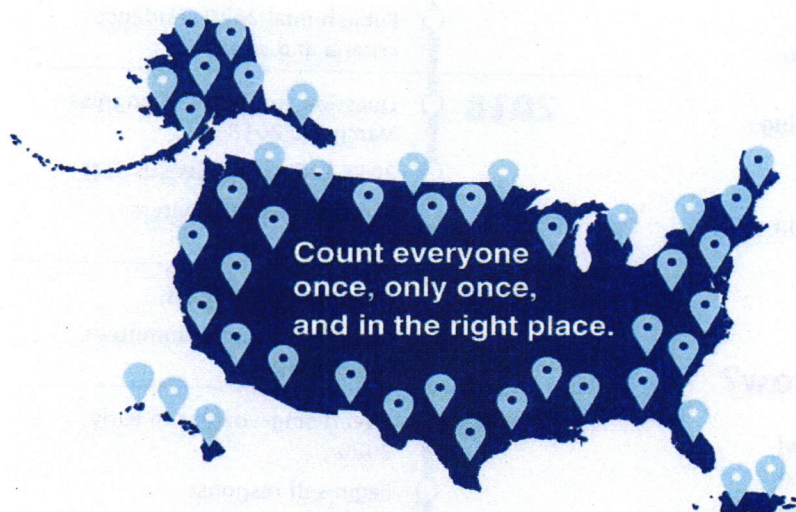
Sources:

- USAspending.gov (20.050, 84.010, 84.027, 93.224/93.527, 93.568, 93.600, 93.778)
- President's Budget Request for FY2017 or program agency (10.511, 10.555, 10.557, 14.871, 93.596, 93.658, 93.767)
- Center on Budget and Policy Priorities (14.195)
- Centers for Medicare & Medicaid, HHS (Physicians Fee Schedule Services of 93.774)

Prepared by Andrew Reamer, Research Professor, GWIPP, with data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight (POGO)

August 18, 2017

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020¹
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



August 2017



Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

Key Dates

2017	Local Update of Census Addresses—invitations sent to local governments for completion in 2018
	Publish final 2020 residence criteria and situations
2018	Question wording to Congress—March 31, 2018
	2018 End-to-End Census Test
	Regional Census Centers opening
2019	Opening Field Offices
	Complete Count Committees established
2020	Advertising—begins in early 2020
	Begin self response
	Census Day —April 1, 2020
	Nonresponse Followup—early April–late July
	Apportionment counts to the President—December 31, 2020
2021	Redistricting counts to the States—March 31, 2021

For more information, go to
census.gov.

To get involved in your community, contact us!